

# Anaheim Public Utilities

## ANAHEIM ADVANTAGE SERVICES

### Income-Qualified Programs

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Low Income Energy Efficiency Workshop  
June 8, 2006  
Los Angeles, California

# City of Anaheim

- Population - 345,000
- Tenth largest city in the State
- Multi-family units – 45,000
- Mobile homes – 4,385
- Latino population – 50%
- Low income – 49% (80% below Orange County median)
- 83% of school children eligible for lunch program



# Anaheim Public Utilities Income-Qualified Programs

Public Benefit Funds – since 1998

- Residential and Income-Qualified Programs
- Community Outreach and Communications
- Valuable Partnerships
- Lessons Learned





# **Anaheim Public Utilities Residential Efficiency Programs**

- **Energy Star Appliances**
- **TreePower Program**
- **Home Utility Check-Up**
- **Dusk to Dawn Lights**
- **Air Duct Testing and Incentives**
- **Online Energy & Water Surveys**



# **Anaheim Public Utilities Income-Qualified Programs**

- **Senior and Disabled Rate Discount – 10% reduction in electric charges**
- **Emergency Assistance Program – Assist income-qualified customers with a one-time utility bill payment, must receive Home Utility Audit**
- **Neighborhood Revitalization - Provide up to \$2,500 per unit to exceed Title 24 efficiency standards by 25%**



# **Anaheim Public Utilities Income-Qualified Programs**

- **Weatherization Program – Contractors make home repairs, replace inefficient appliances and install energy-efficient measures**
- **Dusk to Dawn Light Installation – Free high efficiency lighting and installation**
- **Rehabilitation Loans and Energy Efficiency Grants – Provides grants for energy-efficiency improvements**





# Community Outreach and Communications

## Community Outreach

- “Anaheim Achieves” After-School Program
- Community Events – over 40 per year

## Communications

- Literature at public locations
- Local Cable Stations – bilingual PSAs
- School Education Programs



# Lighten-Up School Fundraiser

## Loara Elementary

- 50 Students participated
- \$5 per Outdoor bulb \$3 per Indoor bulb
- \$1,360 raised for camp
- \$500 raised for Sun Power for Schools program



**LIGHTEN-UP SCHOOL FUND-RAISER**

Loara Elementary School

**RAISE MONEY**  
**FOR ENVIRONMENTAL EDUCATION**

*Students sell compact fluorescent lamps (CFLs)*

For each \$5 outdoor lamp sold, your school earns \$4 toward camp expenses. For each \$3 indoor lamp sold, school earns \$2 toward camp expenses.

Customers purchasing CFLs save money on electric bills. Each CFL saves 55 watts over a 75-watt incandescent bulb and lasts 10 times as long (10,000 hours).

CFLs with photocells operate as security lights from dusk to dawn.

20W = 75W

Sponsored by Anaheim Public Utilities and Loara Elementary.  
School Coordinator:  
Laura Hegdahl 714/517-8932

1 CFL = 10 Incandescents

**ANAHEIM PUBLIC UTILITIES**  
www.anaheim.net

12/04



# **Valuable Partnerships**

- **Latino Utilities Coalition**
- **Anaheim's Housing Authority**
- **Neighborhood Preservation**
- **Community Action Partnership of Orange County**
- **Local Community Groups**
- **Schools**



# **Lessons Learned**

## **Latino Utility Coalition Recommendations:**

- **Translate materials and web site into Spanish**
- **Provide information materials to produce companies for distribution**
- **Provide direct mail piece to tenants of apartment buildings**
- **Educate children, they will share information with parents**



# Lessons Learned

- Link programs together – Emergency assistant with installations
- Educate through presentations to PTA, churches, neighborhood councils, senior centers, libraries
- Sign up customers on-the-spot through community events
- Track installations measures and program effectiveness





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